Welcome, friend, to the Justice is Global Guide to Organizing! Within the pages of this map we will explore the following:

1. A deeper understanding of the problems we are trying to solve
2. A shared vision for a path forward
3. The skills and knowledge to begin this important work

Feel free to use this Guide any way you like. You can skip around to the parts that catch your eye, (if you’re using the full-map version of this document) follow the dotted lines, (if you’re using the single-page version of this document) read it cover to cover, refer to it throughout your time working with us, and even pass it along to a friend.

There is a lot of work ahead - work which is vital to creating the world we want: one that is sustainable, equitable, and flourishing. This is why we’re here. This is why we fight. Together, this is what we will win.

LOOK FOR THE COLORED-CODED CIRCLES THROUGHOUT FOR DIFFERENT WAYS YOU CAN GET INVOLVED! (JUMP TO PAGES 9 AND 10 FOR DETAILS)
Like a storm-battered coastline, our world is weathering one storm after another.

COVID-19 • GLOBAL ECONOMIC RECESSION • RISING AUTHORITARIANISM • SKYROCKETING INEQUALITY
CLIMATE DISASTERS • ESCALATING INTERNATIONAL CONFLICT • SURGING RACISM, SEXISM, AND XENOPHOBIA

Our governments aren’t stepping up to do what needs to be done, and instead they’re blaming each other for their failures. It’s easy to feel hopeless. How did we get here? And how do we regain control?

We got here because the right has undermined democracy and working people at every turn, letting free markets and corporate power dominate our communities and the world.

Globe-spanning corporations exploit low-paid workers to funnel profits into the pockets of investors. These multinational corporations, together with the politicians who serve them, have rigged the rules of global trade and investment. They fight constantly to preserve their own power, suppress the power of poor and working people, and lock poor countries out of badly needed opportunities for development. At the bottom, everyday people face a world with few choices, often struggling just to get by.
Workers, then, must contend with one another for jobs, corporations battle for market share, and even countries contest for a slice of global economic growth.

**Non-stop competition to make a buck has sidelined the massive public investment we need to beat the pandemic, global poverty, and climate change.**

This is scary, but it’s also not the end of the story. Ordinary people everywhere are standing up and coming together to fight back. We’re rejecting a system that dooms us to survive one disaster after another. Instead of competition and loss, we want abundance. We envision a world united by international cooperation, with good jobs for all, green investment, and global democracy.

We know that only international solidarity can beat unchecked corporate power and the rising threat of authoritarian nationalism to make our vision a reality.

**So we’re building a movement fighting for progressive internationalism, a political vision that calls for global cooperation to solve global problems.**

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**WE WILL WRITE THE NEXT CHAPTER OF OUR HISTORY. JOIN US?**

Want to explore further? Check out our animated video series at https://justiceisglobal.org/the-problem.
Imagine living in a more caring, just, and cooperative world. How would we respond to a pandemic?

<table>
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<tr>
<th>INSTEAD OF:</th>
<th>WE WOULD BE:</th>
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<tbody>
<tr>
<td>watching symbolic displays of military power</td>
<td>producing an abundance of medical supplies to distribute globally based on need</td>
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<tr>
<td>watching politicians and media figures promote nationalism and xenophobia</td>
<td>canceling debt, ending sanctions, and paying reparations to help every country build strong systems for health and infrastructure</td>
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<tr>
<td>watching the pharmaceutical industry profit from the suffering of millions</td>
<td>supporting researchers’ global collaboration to develop treatments and vaccines for everyone to use, freed from corporate greed</td>
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The people who currently wield the most power in our world-in politics, capital, and influence-are using the Covid-19 crisis to divide the world by stoking racism, nationalism, and inequality. Their project is fundamentally at odds with the kind of world we need to build to deal with this crisis - or any crisis.

No trade war will hold the solution to a pandemic. We can’t bomb or sanction our way out of climate catastrophe. Racism and nationalism won’t make us healthy or whole. Global cooperation, the kind that confronts the root problems that created these crises, is the only answer.

Justice is Global is building the people power necessary to enact a progressive international response to COVID-19 - and to every global crisis that follows.
We Need Global Cooperation to End the Pandemic

We at Justice is Global have a big, long-term vision for change, but we know we’re not going to get there all at once. That’s why we’re focusing on a campaign for Global Cooperation to End the Pandemic. We’re fighting to win legislation in the US that can immediately help stop the suffering of COVID-19. We will do this by building a broad base of public support, finding allies in congress and other places of influence, and shifting the narrative toward our side. We will strategically push for the changes we want to see in the political landscape.

MOVEMENT BUILDING
We plan to target the US Congress and executive branch, but our broader goal is movement building. Right now in the US, most people view international issues — if they think about them at all — through the narrow lenses of “foreign policy” or the US military. But the pandemic has shown millions of people that we are all interconnected and none of us are safe unless all of us are safe. We are building on that recognition, working to move international cooperation into the center of the political conversation and keep it there.

NARRATIVE SHIFTING
As we shift the narrative, we will also work to build a popular base for progressive internationalism. We know there are already millions of people who understand the urgent need for global cooperation, and millions more who will understand once they’ve heard our vision. We’re going to reach those people and organize ourselves into a powerful movement demanding global solutions to global problems.

AGENDA SETTING
Justice is Global’s long-term goal is to defeat nationalism and establish a new system that prioritizes global investment in healthcare and other essential public goods. We’ll work with coalition partners and key decision makers inside the halls of power to not only pass legislation and change policy, but to set the progressive agenda.

WE ARE DEMANDING:

- Equitable distribution of essential medical equipment around the world
- Commitment to international coordination to establish resilient supply chains
- Joint research and production to ensure that a COVID-19 vaccine and treatment is available as quickly as possible, particularly through a global patent pool
- Greater investment from high income countries to build up public health infrastructure, particularly in the Global South, to meet WHO’s International Health Regulations in five years
- Jobs programs to support contact tracing, care for the sick, and economic recovery
- Debt cancellation for global south countries
We want to change the world. How do we do it?

Common narratives of political change involve a single person in a position of authority doing great things to make the world a better place. These people are visible, and their impact is the stuff of news cycles and history textbooks.

But this view of history overlooks the critical work of social movements in shifting public opinion to support their goals and changing the political landscape to force people in positions of authority to align with the movement.

OUR ORGANIZING MODEL IS THREE-FOLD:

• Targeting decision makers
• Turning the tide of public perception
• Building coalition to set the progressive agenda

With the first, we can drive specific policy objectives. This allows us to achieve short-term policy goals and gain visibility. With the second, we make our vision of progressive internationalism a commonsense solution that shapes the assumptions and dynamics of all policy debates. In order to accomplish either of these, we need to build power — the ability to accomplish our goals.

In our social view of change, we see power coming from organized people and organized money. The term “organized” means that our resources are coordinated within a broader strategy to achieve our desired outcomes. The core work of organizing, then, is twofold: first, activating people to contribute their voice, their resources, and their energy to the movement; and second, to develop a strategy that allows us to deploy those voices, that money, and that energy in powerful action.

We organize people by cultivating public relationships. It is helpful to start by contrasting these with private relationships, the connections we share with loved ones on the basis of mutual love and comfort. We often build these relationships by setting aside our immediate desires to care for the other. By contrast, public relationships are founded upon overlapping self-interest. People will work together when they share a common motivation to act. For example, activists who envision a sustainable future, community members who wish for a healthy neighborhood, and politicians who fear losing an upcoming election may work together to enact regulations on pollution.

A good way to develop a public relationship is through a 1-to-1 conversation. The goal of this conversation is to strengthen the connection by identifying common self-interest. This allows us to uncover what elements of our movement will help address your fears and realize your vision for the world. When we are honest about our self-interests, we can more effectively provide each other the support we need to build sustainable momentum for our cause.
Politics is fundamentally a contest for power rather than a rational debate, and large-scale, confrontational pressure tactics brought to bear by active and organized people are essential to altering the status quo."

— Jake Werner
Justice Is Global co-founder

WHERE OUR POWER COMES FROM

POWER
(the ability to act)

ORGANIZED PEOPLE

ORGANIZED MONEY

SELF-INTEREST
(basic needs, life experiences, values, vision, hopes, fears, dreams, desires)

The only way to create a more just and sustainable world is by joining together around our common interests and values to harness our collective power.
POWER
The ability to achieve a desired outcome. Power derives from organized people and organized money and is therefore based on the strength of the relationships we have with each other and the depth of our understanding of our shared self-interests.

ORGANIZED PEOPLE/MONEY
Resources that are coordinated within a broader strategy accomplish goals.

ORGANIZING
Activating people to contribute their voice, money, and energy to a cause; and developing a strategy to deploy those resources in powerful action.

PUBLIC RELATIONSHIPS
Connections between people based on overlapping self-interests. Our organization is only as strong as the public relationships we build with each other.

PRIVATE RELATIONSHIPS
Connections between people based on mutual love and support. These relationships provide comfort and support and are essential to individual flourishing; but they often lie outside of the organizing space.

SELF-INTEREST
Motivation to act. Interests may be based values, dreams, hopes, desires, and fears, and they include everything from basic needs (e.g., food and shelter) to visions for the future (e.g., a sustainable, equitable international system).

1-TO-1
An intentional conversation to build a public relationship by exploring each other’s self-interests and identifying areas of potential overlap. 1-to-1s are a critical tool for strengthening our organization, bringing in new members, and cultivating allies.
What You Can Do To Help

We believe that storytelling is a powerful tool in building our movement. Right-wing nationalists have been using some of the most powerful stories of our time, from American exceptionalism to economic scarcity, to build their movement. But we know there’s a hunger for a different vision, and we have plenty of avenues to share our progressive internationalist one. Look for the colored-coded circles throughout for different ways you can get involved.

Level 1: Get Engaged

A  STAY INFORMED
   Sign up for our mailing lists and follow us online to learn more about the problems we face and the actions we’re taking to build power.

B  HELP US BROADCAST OUR MESSAGE
   Social media helps us expand the audience of our network with relative ease. We can also use it to put pressure on the targets of our campaign and remind them that they’re accountable for their votes and actions.

C  ATTEND MONTHLY MASS ORGANIZING CALLS
   These meetings are a great way to keep up to date about actions we are planning and specific ways you can join in (such as signing a petition, marching in a local demonstration, or sharing something on your social media accounts) as well as build relationships within our organization and contribute to the conversation about what we’re doing and why.
Level 2: Take Action

A. PARTICIPATE IN A READING GROUP
These groups will provide you with materials to study and a place to discuss them as a group. By educating ourselves and learning together, we become more equipped to participate.

B. ATTEND AN ORGANIZING TRAINING
Regular Justice is Global trainings are a great way to learn about our organizing strategies in much greater depth than we can offer in this booklet.

C. WRITE AN OP-ED
Our movement depends on us sharing our own stories to express our humanity and the stake we have in working towards a better world. One way of doing that is by writing op-eds and letters to the editor. Combine our language and messaging with your story, and the story of your community. Think about who you want to move to act, or feel pressure, and write what they need to hear.

D. JOIN ONE OF OUR NATIONAL TEAMS
We have a Grassroots Base-building Team, Policy and Research Team, and Political Education and Social Team. These teams are smaller and more focused than the mass organizing calls. Your voice and perspective will be an important part of decision making and discussion.

Level 3: Build the Movement

A. CREATE YOUR OWN DECENTRALIZED ORGANIZING HUB
You can be a leader within your own community. These hubs are geographically local and may have their own agendas related to needs within the community and the local political scene.

B. THROW A HOUSE PARTY (VIA VIDEO)
House parties are useful for identifying leaders and recruiting new members. On average, they have somewhere between 5 to 25 people, and plenty of opportunity to share stories and personally connect with the goals of our campaign. By the time your guests leave, they should be familiar with our strategic vision and should have an idea of what they should do next to get involved.

C. HELP US BUILD POWER BY RAISING FUNDS
The upcoming three week Making Justice Global Peer to Peer fundraising campaign is a great opportunity to dive head-first into action. Moving money is a big part of how increasing our influence becomes possible.

D. ORGANIZE A LEGISLATIVE MEETING
Bring your demands to the attention of your local policymakers by physically bringing yourself and your team to their doorstep.
FROM A GLOBAL PANDEMIC to economic catastrophe to intensifying climate chaos, the crises encircling us today threaten to challenge our optimism, our energy, and our hope for a better tomorrow. Yet, just as it has throughout history, resistance shines brightest in the shadow of crises.

Thousands of people in the United States are putting their own bodies on the line to fight for racial justice in a historic movement in defense of Black lives. Protestors also crowd streets from Belarus to Lebanon to Hong Kong, demanding rights, accountability, and an end to corruption. Streets around the world swell with their voices, their rage, and their courage.

People rally to protect their local communities, donate to help rebuild communities miles and even oceans away, and create art to offer comfort to others around the globe. Young and indigenous people lead the charge to protect that very globe from pollution and exploitation.

WE BELIEVE THAT THE FEET MARCHING IN OUR STREETS, THAT THE THROATS ACHING FROM CHANTING, THAT THE WORDS ON OUR TONGUES AND ON OUR PAGES ARE FAR MORE POWERFUL THAN CORRUPT ELITES, BROKEN SYSTEMS, AND UNJUST INSTITUTIONS.

The World We Want
Like you, people are resisting apathy and building power to fight for justice of every kind. They are fighting for a world where justice is not applied based on the color of your skin, where you live, what faith you hold, or who you love. They are fighting for a world where justice is global.

AND SO ARE WE.

We believe that the feet marching in our streets, that the throats aching from chanting, that the words on our tongues and on our pages are far more powerful than corrupt elites, broken systems, and unjust institutions. We believe that when we act together, there is no crisis too looming, too towering, or too stifling for us to overcome. The world we want believes that too.

The world we want believes that the place of your birth should not limit your rights to security, equality, or opportunity.

The world we want refuses to treat our planet like a pool of resources to exhaust, but rather honors and celebrates it like the home that it is.

The world we want invests in communities, not weapons designed to destroy them.

The world we want not only learns from history, but endeavors to dismantle the systems of inequality left in its wake.

The world we want privileges accountability and safeguards the dignity of all people.

The world we want is one where justice is global.

JOIN US AND FIGHT FOR IT.